

'Natural' Purezero Shampoo Is Packed With Synthetic Ingredients, Nationwide Lawsuit Alleges

By Jessy Edwards | April 8, 2021

Category: [Beauty Products](#)

FOLLOW
ARTICLE

GET OUR NEWSLETTER

We tell you about [cash](#) you can [claim](#) every week! Subscribe to our [plane Jane](#) free newsletter today.

Email *

Email

First Name *

×

Claim Your Free Cash!

Join 1M+ subscribers who get class action settlement alerts and news delivered straight to their inbox. Subscribe today!

Full Name

Email Address

SUBSCRIBE



In a nationwide class action lawsuit filed Tuesday in the Western District of Pennsylvania, Plaintiff Rachel D. Binakonsky alleges JM Brands LLC breached state consumer laws and federal warranty laws when it marketed its shampoo as being 'natural.'

The class action lawsuit says JM Brands sells the Purezero brand in an attempt to capitalize on consumer demand for **health-focused** and "natural" personal care products.

"As [JM Brands] knows, the vast majority of its 'natural' products contain synthetic and abrasive chemical ingredients," the lawsuit alleges.

"Thus, the statements on [Purezero's] product labels claiming that the products are 'natural' are false



Success!



SUBSCRIBE NOW

Claim Your Free Cash!

Join 1M+ subscribers who get class action settlement alerts and news delivered straight to their inbox. Subscribe today!

the products as natural, they contain a list of synthetic materials that are only listed in tiny print on the back of the bottles, and even then don't outright say the ingredients are synthetic.

The ingredients include phenoxyethanol, ethylhexylglycerin, and caprylyl glycol, which are all classed as synthetic, the lawsuit states. Binakonsky said other ingredients include synthetic emulsifiers, fillers, skin conditioners, water repellents, viscosity agents and fragrances.

"Consumers are not experts in the chemical make-up or names of the ingredients disclosed in fine print on the back of the labels and, based on the 'natural' representations headlining the Products' labeling, reasonably believe that the Products



Toyota RAV4 sunroof damage class action lawsuit: Join now

JULY 7, 2025 | LEGAL NEWS

[READ MORE](#)



Sony camera owners: Did you lose access to Capture One Express? You may qualify for a class action lawsuit

JULY 2, 2025 | LEGAL NEWS

[READ MORE](#)

Claim Your Free Cash!

Join 1M+ subscribers who get class action settlement alerts and news delivered straight to their inbox. Subscribe today!

She is seeking certification of the Class, damages, restitution, interest, fees, a jury trial and an order stopping the company from selling allegedly misbranded products.

Manufacturers of beauty products often find themselves facing legal action over the use of the word 'natural.'

In December last year, the maker of Selsun Blue **faced a class action lawsuit** from a consumer who claims the company's supposedly natural anti-dandruff shampoo actually contains a number of synthetic ingredients.

One month prior, Pantene Pro-V products were accused of being misrepresented as "natural," in a **class action lawsuit** against **Procter &**

Gamble

Claim Your Free Cash!

Join 1M+ subscribers who get class action settlement alerts and news delivered straight to their inbox. Subscribe today!

Stellan T. Keeton of The Keeton Firm LLC. Counsel information for JM Brands was not immediately available.

The **JM Brands Not Natural Class**

Action Lawsuit is *Binakonsky v. JM Brands LLC*, Case No. 2:21-cv-00444, in the U.S. District Court for the Western District of Pennsylvania.

Don't Miss Out!

Check out our list of [Class Action Lawsuits](#) and [Class Action Settlements](#) you may qualify to join!

Read About More Class Action Lawsuits & Class Action Settlements:

Claim Your Free Cash!

Join 1M+ subscribers who get class action settlement alerts and news delivered straight to their inbox. Subscribe today!

Jane Hair Loss, Scalp Burns

- [Uber Sexual Assault, Lyft Driver Rideshare App Lawsuit Investigation](#)

**We tell
you
about
cash
you
can
claim
EVERY
WEEK!
Sign
up for
our
free**

Claim Your Free Cash!

Join 1M+ subscribers who get class action
settlement alerts and news delivered straight
to their inbox. Subscribe today!

Country *

United States

State *



SUBSCRIBE NOW

106 thoughts on 'Natural' Purezero Shampoo Is Packed With Synthetic Ingredients, Nationwide Lawsuit Alleges

Claim Your Free Cash!

Join 1M+ subscribers who get class action
settlement alerts and news delivered straight
to their inbox. Subscribe today!

reason. I thought it was health issues or diet or stress. I'm the healthiest I've ever been though. I used to have beautiful down my back long shiny beautiful thick hair and now my hair is bland dry brittle broken and shedding and thinning

[Reply](#)

Ashley says:

May 23, 2024 at 10:55 pm

I have been using this shampoo and conditioner months now and my hair is failing out in giant clumps. It's dry brittle and my color is lackluster and fading. No matter how much conditioner I use my hair is still knotty dry and hard feeling in the shower. I lose giant handfuls of hair all day every day and it just falls out and can drop out naturally for no reason. I thought it was health issues or diet or stress. I'm the healthiest I've ever been though. I used to have beautiful down my back long shiny beautiful thick hair and now my hair is bland dry brittle broken and shedding and thinning

[Reply](#)

Jodi Kamae says:

September 12, 2022 at 11:25 am

add me

[Reply](#)

Debbie Rose says:

Claim Your Free Cash!

Join 1M+ subscribers who get class action
settlement alerts and news delivered straight
to their inbox. Subscribe today!

1 ... 9 10 11

Leave a Reply

Your email address will not be published. By submitting your comment and contact information, you agree to receive marketing emails from Top Class Actions regarding this and/or similar lawsuits or settlements, and/or to be contacted by an attorney or law firm to discuss the details of your potential case at no charge to you if you qualify. Required fields are marked *

Comment *

Name *

Email *

Claim Your Free Cash!

Join 1M+ subscribers who get class action
settlement alerts and news delivered straight
to their inbox. Subscribe today!

Please note: Top Class Actions is not a settlement administrator or law firm. Top Class Actions is a legal news source that reports on class action lawsuits, class action settlements, drug injury lawsuits and product liability lawsuits. Top Class Actions does not process claims and we cannot advise you on the status of any class action settlement claim. You must contact the settlement administrator or your attorney for any updates regarding your claim status, claim form or questions about when payments are expected to be mailed out.

RELATED POSTS

READ MORE

Consumers allege

Dr. Bronner's class

Dermalogica class

Class action says

Claim Your Free Cash!

Join 1M+ subscribers who get class action settlement alerts and news delivered straight to their inbox. Subscribe today!

[Lawsuits & Settlements](#)[News & Updates](#)[For Attorneys](#)[About Us](#)[Member Center](#)

Hello Bello class action lawsuit says 'hypoallergenic' baby shampoo contains hidden allergens

Billie deodorant caused chemical burns, class action lawsuit alleges

Nivea class action alleges 'natural' skin care products contain synthetic ingredients

Used baby powder and diagnosed with cancer? Join a talcum powder class action lawsuit

Tom's of Maine class action alleges toothpaste is contaminated with mold, bacteria

Lush Handmade Cosmetics must face call recording class action lawsuit, judge rules

Algenist 'collagen' skincare claims don't hold up, class action says

Counting macros? Popular protein products face class action lawsuits over misleading nutrition labels

Claim Your Free Cash!

Join 1M+ subscribers who get class action settlement alerts and news delivered straight to their inbox. Subscribe today!

LAWSUITS

- Legal News
- Open Class Action Settlements
- Lawsuits To Join
- Our Mission

Email *

Email

First Name *

Country *

United States

State *

Subscribe Now

Claim Your Free Cash!

Join 1M+ subscribers who get class action
settlement alerts and news delivered straight
to their inbox. Subscribe today!

[Lawsuits & Settlements](#)

[News & Updates](#)

[For Attorneys](#)

[About Us](#)

[Member Center](#)

Claim Your Free Cash!

Join 1M+ subscribers who get class action
settlement alerts and news delivered straight
to their inbox. Subscribe today!